

Douglas County
Quit Line Data Summary
January 1 - June 30, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 54	N = 11,781
Percent of Statewide Calls	0.6%	100.0%
Percent of State Population in County¹	0.6%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 54	N = 10,080
Female	53.7%	61.2%
Male	46.3%	38.8%
Race/Ethnicity	N = 46	N = 8,813
People of Color	0.0%	9.5%
White	100.0%	90.5%
Age	N = 50	N = 9,893
Less than 18 years old	8.0%	1.5%
18 - 24 years old	24.0%	18.1%
25 - 34 years old	26.0%	25.4%
35 - 44 years old	4.0%	22.0%
45 years and older	38.0%	33.0%
Education	N = 50	N = 9,282
Did not graduate high school	28.0%	20.8%
High school graduate	38.0%	34.4%
Some college/vocational school	28.0%	34.8%
College graduate	6.0%	10.0%
Caller Type	N = 54	N = 10,635
General Information	7.4%	7.2%
Health care provider	0.0%	1.9%
Tobacco user	92.6%	90.9%
Payer Type	N = 37	N = 7,421
Insured	37.8%	37.4%
Uninsured	24.3%	33.0%
Medicaid	37.8%	29.6%
Heard About	N = 44	N = 8,468
Past caller	13.6%	13.4%
Employer/worksites	0.0%	1.3%
Health care provider	31.8%	23.4%
Television	9.1%	15.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	2.7%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	2.3%	3.9%
Newspaper/Magazine	0.0%	1.7%
Brochure/Newsletter	4.5%	4.3%
Family or friend	27.3%	28.1%
Health Department	4.5%	3.2%
School	6.8%	1.8%